

*Providence Tourism Council
Minutes to Board of Directors Meeting
June 13, 2012*

Members Present: Deb Brayton, Charles Botto, Paul Brooks, Michael Gennaro, John Palumbo, and Jim McCarvill

Also present: Kristen Adamo (PWCVB), Susann DellaRosa (finacial), Kerry Furtado (PWCVB), Terry Gallagher(Lou Hammond & Associates), Susan Leach DeBlasio (legal counsel), Brian Hodge (PWCVB), Lynne McCormack (City of Providence)

1. Call to Order: Chairman Paul Brooks called the meeting to order at 3:30 PM.

2. Approval of Minutes: The minutes of the April 11, 2012 meeting were distributed and unanimously approved upon motion and second.

3. Finance report/approval of budget: Susann DellaRosa reviewed the PTC balance sheet and the proposed budget for FY2012-2013.

PROVIDENCE TOURISM COUNCIL FY2012-2013 BUDGET

Revenue

Room Tax Revenue	\$1,050,000.00
Carry Over	<u>35,000.00</u>
TOTAL	\$1,085,000.00

Expenses

Grants	\$300,000.00
WaterFire	75,000.00
Joint Marketing	240,000.00
Dept. ACT	95,000.00
Administrative	25,000.00
PR Firm	250,000.00
Opportunities	50,000.00
Fireworks 7/3/2013	<u>50,000.00</u>
TOTAL	\$1,085,000.00

A motion was made and seconded, and a vote was taken to approve the finance report as presented, and the budget for the new fiscal year.

4. Engagement of an Auditor: A motion was made and seconded, and a vote was taken to engage an auditor.

5. Report from Lou Hammond and Associates: Lou Hammond Executive Vice

President Terry Gallagher reported on a wide array of media activity performed by the firm including:

Agency participated in conference calls with the client and provided agendas and call reports on the same.

Agency created monthly clip analysis chart for client.

Agency continues to update LH&A Twitter page, Facebook page and website with client releases, weekly value blasts and key contests/images.

Agency provided client with relevant media clips.

Agency worked with BurrellesLuce to develop client Ad Value Report for the month of June.

Agency/client participated in call revolving around economic development efforts in Providence and created report afterwards.

A. Valasek attended site visit from June 8-9.

LH&A Value Blast

May 30 – Agency included the WaterFire Package from The Providence Marriott Downtown.

June 13 – Agency included Dave and Buster's Blast-Off Package from Providence Courtyard Marriott.

LH&A VALUE BLAST- Agency included Providence in weekly travel deal round-ups distributed to targeted media.

Agency drafted and distributed the following release to short/long lead media: **PR**ovidence IS on FIRE THIS JULY WITH HOT CULTURAL EXPERIENCES for even the seasoned traveler

6. Report from the Providence Warwick Convention and Visitors Bureau:

PWCVB Vice President of Marketing and Communications Kristen Adamo was joined by Communications and Social Media Manager Brian Hodge for this report.

a. Advertising

- 1.) Completed media buy for FY13, including outlets such as Newsday.com and Facebook
- 2.) Last Minute Getaways. Providence occupancy up 4.7% over April 2011
- 3.) Add Campaign for Restaurant Weeks, partnering with Yelp and Foodspotting.com on promotions.

b. Collateral Materials

- 1.) Developing collateral material for Providence Restaurant Weeks.

c. Special Events

- 1.) Federal Hill Stroll, held June 5, 1100 attendees, 30+ venues
- 2.) Providence Restaurant Weeks, 100+ restaurants participating.

d. Public Relations

- 1.) Voting for "America's Favorite Cities" poll has begun.
- 2.) Promoted Federal Hill Stroll and X Factor on the Rhode Show

- 3.) Assisted Dunkin' Donuts Center on X Factor logistics
- 4.) #7 on "Most Peaceful Cities" list by MSN
- 5.) "Best Burgers in America" was featured in the NY Daily News, "Today in New York," and in medias outlets all over the country

e. Electronic Media

- 1.) Web Traffic for GoProvidence.com increased 39% over April 2011. 47% over May 2011
- 2.) Google AdWords campaign accounted for 13,419 clicks and had an overall click through rate of 6.51%
- 3.) Created a YouTube video on Providence winning "Best Burgers" in Travel and Leisure
- 4.) Developed video walking tour of RI Convention Center
- 5.) You Tube Channel has 20,606 views
- 6.) Flickr has 34,702 total views of 447 total photos
- 7.) Twitter has 8,092 followers
- 8.) Facebook has 9,956 likes with weekly reach of 31,354 people
- 9.) Working with FoodSpotting.com to develop branded presence

7. PTC Grants Deborah Brayton, Grants Chair, reported on the following recommendations from the Grants Committee for funding:

PPAC: \$15,000.00
 Opera in the Park: \$3,000.00
 Style Week: \$20,000.00
 Flickr / RI International Film Festival: \$10,000.00
 Sound Session: \$7,500.00
 Foo Fest / AS220: \$12,000.00
 Jack-O-Lantern Spectacular: \$30,000
 Net Roots WaterFire: \$45,000.00
 Alpha Kappa Alpha: \$20,000.00

A motion was made and seconded to approve the Grants Committee recommendations, and a vote was taken to approve the grants as recommended.

8. Old Business: None

9. New Business: None

10. Adjournment: The meeting was adjourned at 4:15 PM.

Respectfully submitted,

Kibbe Reilly
 Secretary, PTC